## Complete Internal Marketing Information for D&M Regional Teams

| **Product Model Name:** MC200Air | | **Support Files** |
|---|---|---|
| **Commercial Product Information** | | |
| **Suggested Retail Price (US Dollars)** | $399.99 USD | |
| **Line Name** | Music Centre | |
| **Website Product Group / Category** | Tabletop | |
| **Replaces/Upgrade** | New | |
| **Model Name Origin** | Music Centre = the center & access point for all your music<br>MC = Music Centre<br>Air = AirPlay | |
| **Targeted Customer** | Customer looking for a high quality playback using Apple's AirPlay wireless streaming. Customer may also want multi-room playback without an expensive and complex installation. | |
| **Product Descriptor** | Wireless Speaker System for AirPlay | |
| **Finish Choices** | Gloss Black, Gloss White | |
| **Main Application** | AirPlay | |
| **Why we made this product** | Thanks to the growing popularity and success of iTunes, people everywhere can listen to their music collection wirelessly using AirPlay technology. Since the technology is relatively new, there are not many speaker options on the market today. Boston Acoustics developed the MC200Air high performance music system at an affordable price point. With its Euro-styling, high-grade materials and engineering prowess we are very proud to offer this great-sounding, great-looking product. | |
| **What's in the Box** | Speaker system, universal power cord, owners manual, quick start guide, registration card | |
| **Accessories** | You can use more than one MC200Air in your home. | |
| **Specifications** | Frequency Range: 70Hz to 20kHz<br>System Speakers: Dual 3-1/2" (89mm) full-range woofer<br>Dimensions: (H x W x D) 6 x 15 3/4 x 5 1/4" (152 x 400 x 134mm)<br>Weight: 4.81 lb (2.1kg) | |
| **Product Manual** | in progress | |
| **Competitive Products** | Klipsch G-17, Zeppelin Air, JBL OnAir, Altec Lansing InAir 5000, iHome iW1. | |
| **Advertising Support** | | |
| **Product Tagline** | Hear Your Music Wirelessly | |
| **Brief Description** - 50 words or less | MC200Air is a high performance wireless speaker system for AirPlay. AirPlay wireless technology lets you stream your favorite music from your Wi-Fi connected PC or Mac using iTunes, or your iPad, iPod Touch, or iPhone device to your MC200Air Speaker System. | |
| **Long Description** | MC200Air is a high performance wireless speaker system for AirPlay. AirPlay wireless technology lets you stream your favorite music from your Wi-Fi connected PC or Mac using iTunes, or your iPad, iPod Touch, or iPhone device to your MC200Air Speaker System. Easy to set up and use, the sleek Boston Acoustics MC200Air will fit right in anywhere in your home...or office.<br>**AirPlay Wireless Technology** AirPlay wireless technology lets you stream your favorite music from your Wi-Fi connected PC or Mac using iTunes, or your iOS device to the Boston MC200Air Speaker System.<br>**Add Sound to Another Room** While one MC200Air can easily fill an entire room with great sound, your home may have other areas where you'd like to hear music. By adding a MC200Air to your bedroom, family room, kitchen, or even your garage, you can hear your favorite music wherever you may roam. And while using iTunes, you can even stream to multiple MC200Air simultaneously.<br>**Limitless Audio Content** With hundreds of AirPlay enabled music apps available for your iOS device, you can have virtually limitless audio content for Boston's MC200AIR. There are countless streaming radio apps that let you choose your favorite song, artist, or genre. Additionally, there are audio books, podcasts, educational courses, and other audio content available.<br>**DLNA Audio Streaming** Stream your music from any DLNA certified device like a PC with compatible software, NAS, or Smartphone with Android OS in your Wi-Fi network to the Boston MC200Air. | |
| **Key Features (Benefits)** | Great room-filling sound from a sleek compact design | **Description: Note** icon<br>**Location:** Boston FTP, www.bostonacoustics.com/ftp<br>**Path:** /01_Home_Audio/Icons |
| | Apple AirPlay wireless audio streaming | **Description:**<br>**Location:** bostonacoustics.com/ftp<br>**Path:** /01_Home_Audio/Technology_Logos |
| | Boston's BassTrac® circuitry for more bass without distortion | **Description:** BassTrac icon<br>**Location:** Boston FTP, www.bostonacoustics.com/ftp<br>**Path:** /01_Home_Audio/Icons |
| | DLNA support for audio streaming from compatible devices | **Description:**<br>**Location:** bostonacoustics.com/ftp<br>**Path:** /01_Home_Audio/Technology_Logos |
| **Additional Features** | • Connects to your home Wi-Fi network or Ethernet<br>• Boston-designed high performance drivers<br>• Remote control included<br>• AUX input allows you to connect a local source<br>• Integrated keyhole mounts for easy wall-mounting<br>• USB connection for connecting and charging iOS devices | |
| **Key Technology Information** | AirPlay, DLNA, BassTrac, WiFi Certified | |
| **Technology Logos** | | **Description:**<br>**Location:** bostonacoustics.com/ftp<br>**Path:** /01_Home_Audio/Technology_Logos |
| **Standard Product Photography** | image 1 | **Description:**<br>**Location:** www.bostonacoustics.com/ftp<br>**Path:** /01_Home_Audio/Photography/MusicCentre/MC 200 Air |
| | image 2 | **Description:** remote<br>**Location:** www.bostonacoustics.com/ftp<br>**Path:** /01_Home_Audio/Photography/MusicCentre/MC 200 Air |
| | image 3 | **Description:** top<br>**Location:** www.bostonacoustics.com/ftp<br>**Path:** /01_Home_Audio/Photography/MusicCentre/MC 200 Air |
| | image 4 | **Description:** back<br>**Location:** www.bostonacoustics.com/ftp<br>**Path:** /01_Home_Audio/Photography/MusicCentre/MC 200 Air |
| | image 5 | **Description:** side<br>**Location:** www.bostonacoustics.com/ftp<br>**Path:** /01_Home_Audio/Photography/MusicCentre/MC 200 Air |
| **Lifestyle/Environment Photography** | | **Description:**<br>**Location:** Boston FTP<br>**Path:** /01_Home_Audio/Photography/MusicCentre/Lifestyle |
| | | **Description:**<br>**Location:**www.bostonacoustics.com/ftp<br>**Path:**/01_Home_Audio/Photography/MusicCentre/Lifestyle |
| **Similar Boston Products** | NA | |
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